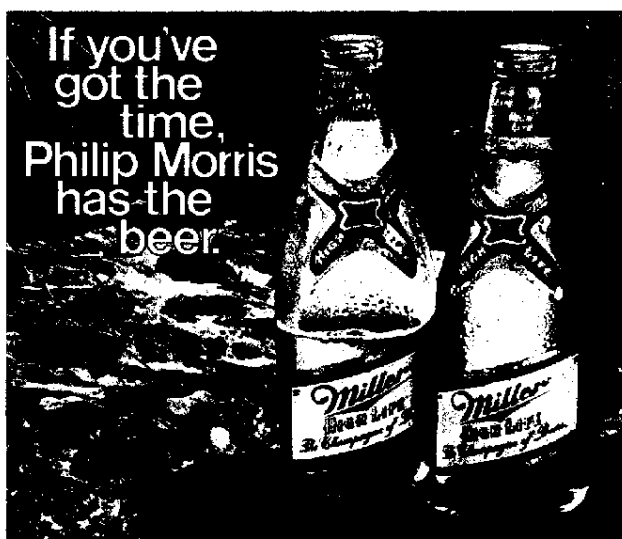


LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 5-2181—Revised Miller Ad—Reg. No. 0000—R&W—575 x (11-7) (A)
Printed in U.S.A.



If you've
got the
time,
Philip Morris
has the
beer.

Marlboro, Benson & Hedges, Virginia Slims, Parliament and Multitab help make Philip Morris the fastest-growing U.S. tobacco company—and Marlboro is the Number One cigarette around the world.

But Philip Morris is much more than cigarettes.

It's Miller High Life. For example—the Champagne of Beers—made by our operating company, Miller Brewing of Milwaukee. Miller High Life is one of the three nationally distributed brands of beer.

... good morning... Philip Morris is razors. Double II, the first razor with twin blades on two sides. Flicker, the foremost razor for women. Philip Morris is blades, the famous tungsten steel Personna 74".

... good eating... There is a good chance that the brands of bacon, cheese or candy you buy are packaged in materials from our Milprene affiliate, as are packaged dry soups and grainy mixes.

... good living... In California, Arizona and Colorado we sell superb homes in planned communities.

Our Mission Vase Company is a land developer and quality home builder, with superb homes in planned communities in California and Colorado, as well as a housing development in Arizona.

... good night... Those colorful patterns on your sheets and pillowcases were made possible by Polymer Industries, a Philip Morris affiliate that makes specialty chemicals for textiles and packaging.

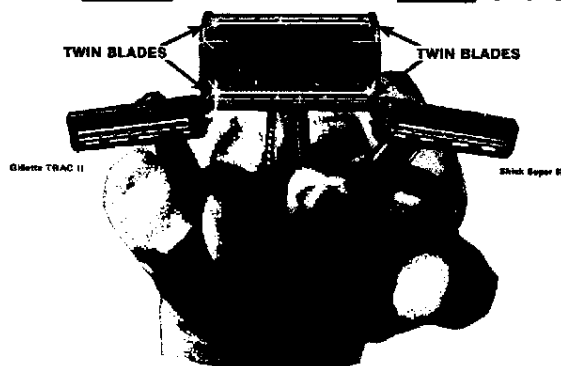
In 150 countries around the globe, Philip Morris is many things to many people. Above all, Philip Morris is 26,000 people who make and sell quality, convenience and enjoyment for you.

Philip Morris
INCORPORATED
100 Park Avenue, New York, N.Y. 10017

2061193912

2061193912

Introducing **Personna**® **DOUBLE II**®
the **FIRST** razor
with **twin** blades on **two** sides



Personna® **DOUBLE II**® offers you...

- The opportunity for incremental sales and profits within the fastest growing segment of the market - twin blade systems.
- The opportunity to upgrade your dollar sales and profits through a higher unit price for replacement cartridges.
- The opportunity to provide your customers the speed, economy and familiarity of double edge shaving plus the safety, closeness and contemporary appeal of twin blade systems.

Personna DOUBLE II will presell your consumers with 3.7 million dollars in TV advertising and consumer promotions featuring:

- NFL football, major league baseball and prime time movies.
- \$1.50 in-pack cash refund that will give you fast turnover and repeat business.

Personna DOUBLE II combines twin blade growth with Double Edge volume to offer you more profit.

Personna® **DOUBLE II** - It's twice the razor.



2061193913